

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment, which must be made by the user of the report.

Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Phone: +1 203.447.2800
Fax: +1 203.447.2900
www.bpaww.com

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A not-for-profit media-auditing organization since 1931, BPA Worldwide is governed by a board of directors comprising media buyers and media owners. BPA's membership spans more than 25 countries, and includes more than 2,500 media properties—including B-to-B publications, consumer magazines, newspapers, Web sites, events, databases, email newsletters and wireless media—and more than 2,600 advertiser and agency representatives.

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STONE BUSINESS

Western Business Media
PO Box 709
Orinda, CA 94563
Tel: (925) 386-0058
Fax: (925) 386-0183

Official Publication of: None
Year Established: 2002
Issues Per Year: 12

FIELD SERVED

Stone Business serves the field of the stone industry including stone fabricators, architects, interior designers, wholesale distributors/dealers, commercial building contractors, high-end residential building contractors, stone masons, installers, fabricators, building owners, quarries, equipment, supplies mfg., retail store/home improvement center owners, design center/showroom managers, and others allied to the field.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified recipients include owners/presidents, general managers, projects managers, architects, designers, fabrication managers, specification writers, purchasing agents, sales/marketing executives, and other titles/functions as indicated.

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD

QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	15,083	94.7	15,083	94.7	-	-
Sponsored Individually Addressed__	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	843	5.3	843	5.3	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	15,926	100.0	15,926	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD

2005 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	2005 Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	145	219			16,070	April _____	-	-			15,991
February _____	314	235			15,991	May _____	870	589			15,710
March _____	-	-			15,991	June _____	161	251			15,800
						TOTAL	1,490	1,294			

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS			
	Audited Data	Circulation Claim	Circulation Claim
	2003	*2004	**2005
Total Audit Average Qualified: _____	15,776	16,020	15,926
Qualified Non-Paid: _____	15,779	16,020	15,926
Qualified Paid: _____	-	-	-
Post Expire Copies included in Paid Circulation: _____	***NC	***NC	***NC
Average Annual Order Price: _____	***NC	***NC	***NC

***NOTE: The audited average qualified circulation for January-June 2004 = 16,073. The unaudited average qualified circulation for July-December 2004 = 15,966. Yielding an average qualified circulation of 16,020. With each successive year, new data will be added until five years of data is displayed.**

**2005 data is unaudited.

***NC = None Claimed.

10. PAID CIRCULATION DATA	
***NC	Average Annual Subscription Order Price for the Period Required (includes promotional incentive value, if any)
12	Issues Per Year
***NC	All Single Copy Sales Prices for the Period
***NC	Renewal Rate of Paid Subscribers (Optional)

11. ADDITIONAL DATA

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	6
Advertiser and Agency _____	146
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	430
All Other _____	995
TOTAL	1,577

PARAGRAPH 3b:

Business directories include 1 source of circulation for quantities of 2,368 copies or 15.1%, including The Information Refinery.

Manufacturer's, distributor's and wholesaler's lists include 5 sources of circulation for quantities of 23 copies or 0.1% to 494 copies or 3.1%.

Other sources include 4 sources of circulation for quantities of 376 copies or 2.4% to 3,210 copies or 20.4%, including Coverings 2005.

PARAGRAPHS 5 THROUGH 8 ARE NOT REQUIRED.

PUBLISHER'S AFFIDAVIT		
We hereby make oath and say that all data set forth in this statement are true.	Date signed	July 29, 2005
David Anderson, Publisher	State	California
Matthew McCulley, Circulation Director	County	Orlinda
(At least one of the above signatures must be that of an officer of the publishing company or its authorized representative.)	Received by BPA Worldwide	July 29, 2005
IMPORTANT NOTE:	Type	PJ
This unaudited circulation statement has been checked against the previous audit report.	ID Number	S362P0J5
It will be included in the annual audit made by BPA Worldwide.		

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2005

This issue is 1.6% or 259 copies below the average of the other 5 issues reported in Paragraph two.

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Owner/President	General Manager	Project Manager	Architect	Designer	Engineer	Fabrication Manager	Specification Writer	Purchasing Agent	Sales/Marketing Executive	Other
Stone Fabricator	6,295	40.1	1,921	170	72	4	22	14	80	2	26	121	3,863
Architect	1,421	9.0	191	6	22	57	54	1	-	1	-	5	1,084
Interior Designer	248	1.6	98	5	4	-	56	5	2	1	1	8	68
Wholesale Distributor/Dealer	2,892	18.4	391	105	13	-	7	7	6	3	20	228	2,112
Commercial Contractor	478	3.0	323	19	12	-	2	2	1	-	3	6	110
High-End Residential Contractor	475	3.0	324	24	16	-	5	2	2	-	4	10	88
Contract Installer	259	1.6	187	6	6	-	2	-	3	-	3	3	49
Building Owner	200	1.3	112	3	6	1	2	5	-	1	4	2	64
Quarrier	522	3.3	199	22	9	-	-	3	-	-	3	19	267
Equipment/Supplies Manufacturer	757	4.8	71	18	3	-	2	3	2	1	3	181	473
Design Center/Showroom Manager	88	0.6	16	11	1	2	7	-	-	-	-	9	42
Retail Store/Home Improvement Center Manager	153	1.0	74	15	2	-	2	-	1	-	2	13	44
*Others Allied to the Field	1,584	10.1	370	27	14	2	16	5	4	1	6	69	1,070
Multi-copy	338	2.2	60	16	2	-	2	-	3	1	2	8	244
TOTAL QUALIFIED CIRCULATION	15,710	100.0	4,337	447	182	66	179	47	104	11	77	682	9,578

* Others Allied to the Field includes: Stone Masons, Contracting Installers, Fabricators, Quarriers, Distributors, Maintenance/Refinishing Contractors, Exporters/Importers of Natural Stone, Sales Agents and Associate Members from the Marble Institute of America.

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2005

QUALIFICATION SOURCE	Qualified Within			Total Qualified	Percent
	1 year	2 years	3 years		
I. TOTAL - Personal direct request from the recipient:	1,898	1,904	1,039	4,841	30.8
a. Written	1,083	1,201	475	2,759	17.5
b. Telecommunication	16	8	0.2	24	0.2
c. Internet and E-Mail	799	695	564	2,058	13.1
II. TOTAL - Request from recipient's company:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
c. Internet and E-Mail	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-
a. Individual	-	-	-	-	-
b. Organizational	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	29	87	5	121	0.8
a. Written	-	-	-	-	-
b. Telecommunication	-	-	-	-	-
c. Internet and E-Mail	29	87	5	121	0.8
V. TOTAL - Sources other than above (listed alphabetically):	6,005	3,377	1,366	10,748	68.4
Association rosters and directories	-	382	65	447	2.8
*Business directories	2,381	-	-	2,381	15.2
Independent field reports	-	-	-	-	-
Licenses - National, State or Local Government	-	-	-	-	-
*Manufacturers, distributor's and wholesaler's lists	3,624	2,078	1,064	6,766	43.1
*Other sources	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	7,932	5,368	2,410	15,710	100.0
*See Paragraph 11	50.5	34.2	15.3	100.0	PERCENT

Paid Source Information can be reported at the option of the publisher.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2005

MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	-	-	-	93.6
Individuals by name only	-	14,727	14,727	-
Titles or functions only	-	645	645	4.2
Company names only	-	338	338	2.2
Multi-Copy Same Addressee copies	-	-	-	-
Single Copy Sales	-	-	-	-
TOTAL QUALIFIED CIRCULATION			15,710	100.0

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2005

State & Zip Code	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine	-	-	39	0.25
030-038 New Hampshire	-	-	65	0.41
050-059 Vermont	-	-	95	0.61
010-027 Massachusetts	-	-	300	1.91
028-029 Rhode Island	-	-	44	0.28
060-069 Connecticut	-	-	206	1.31
NEW ENGLAND	-	-	749	4.7
100-149 New York	-	-	807	5.1
070-089 New Jersey	-	-	502	3.2
150-196 Pennsylvania	-	-	586	3.7
MIDDLE ATLANTIC	-	-	1,895	12.1
430-459 Ohio	-	-	422	2.7
460-479 Indiana	-	-	162	1.0
600-629 Illinois	-	-	507	3.2
480-499 Michigan	-	-	339	2.2
530-549 Wisconsin	-	-	179	1.1
EAST NO. CENTRAL	-	-	1,609	10.2
550-567 Minnesota	-	-	251	1.6
500-528 Iowa	-	-	75	0.5
630-658 Missouri	-	-	173	1.1
580-588 North Dakota	-	-	6	0.0
570-577 South Dakota	-	-	25	0.2
680-693 Nebraska	-	-	51	0.3
660-679 Kansas	-	-	74	0.5
WEST NO. CENTRAL	-	-	655	4.2
197-199 Delaware	-	-	46	0.3
206-219 Maryland	-	-	382	2.4
200-205 Washington, DC	-	-	30	0.2
220-246 Virginia	-	-	446	2.9
247-268 West Virginia	-	-	31	0.2
270-289 North Carolina	-	-	500	3.2
290-299 South Carolina	-	-	176	1.1
300-319 Georgia	-	-	948	6.1
320-349 Florida	-	-	2,468	15.7
SOUTH ATLANTIC	-	-	5,027	32.0
TOTAL QUALIFIED CIRCULATION			15,710	100.0